

MINUTES of a MEETING of the EVENTS COMMITTEE of WINSLOW TOWN COUNCIL
held on THURSDAY 5th JANUARY 2012, at 7pm in the Council Chamber at 28 High Street, Winslow.

	<p>Present: Mr J Knight (Chairman) Cllrs Cawte, Chambers, Knight and Payne, Mrs K Curle and Mrs J Beattie</p> <p>Apologies: none</p> <p>Clerk: B Bradford</p> <p>Mrs H Knight was present throughout the meeting</p>
E12/01	Declarations of Interest in matters to be discussed: none
E12/02	<p>Minutes of Meeting on 5th December RESOLVED that the minutes be signed as a true record of the meeting.</p> <p>Matters Arising - none</p>
	Items deferred from last meeting none
	Items delegated by Council 5th January none
E12/03	<p>Farmers Market: Administration</p> <p>Rota/Market Supervisor (Ev11/151) A rota is now in place to ensure that the essential roles (as detailed on the rota) of Market Supervisor, Assistant, Driver(s) and Co-pilot are staffed and functions are clear before each market, there are some gaps still in the summer months, other Councillors/Chamber of Trade members to be encouraged to join the rota. It was agreed that the Clerk should now devise a tick sheet for the Market Supervisor's functions and an information/procedures folder to be on site for each market. The Clerk & Mrs Knight undertook to circulate the list of traders and any special instructions in the week prior to market to the appropriate Market Supervisor.</p>
E12/04	<p>Equipment (Ev11/150) four gazebos were identified as in need of minor repairs and are now in storage at 28 High Street. There are 31 tables and 26 gazebos on the trailer. Arrangements may be needed to collect gazebos for the February market.</p> <p>RESOLVED to purchase a self-adhesive, standard shape, multi-use number plate for the trailer, cost around £10-£15.</p> <p>Hire request from Great Horwood for 4th June deferred pending Jubilee Working Party meeting and plan of their events and likely needs. 12 are already committed to Horn Street Street Party that day.</p>
E12/05	<p>Marketing (Ev11/153) Mr Knight shared his presentation resulting from the Making Local Food Work group seminars and surveys. In summary it confirmed what we felt we knew, a busy successful market with loyal and content traders, Winslow's group size is one of the highest in the country (confirming the aim of making the market a destination/event), 88% of customers are from within 10 miles (plotting them gives good information for future marketing activity), number of customers, customer average spend and trader average takings are well within national parameters for similar markets. It was a useful exercise and evidence now exists to back any future plans. Mrs Beattie to work on making the relevant information available to potential traders via a link on the FM website .</p> <p>Traders 25 confirmed for February, 2 potential new stalls being progressed.</p> <p>Community Stall February - Crossroads Care Bucks & MK – fund and awareness raising</p> <p>Entertainment – February - The Cantells, April – Adam Ward & Sam Ford, June – The Whistler's Apprentice. Ideas and contacts to be progressed by Mrs Curle to finalise bookings for the year.</p>
E12/06	<p>Winslow Times Website (Ev11/154):</p> <p>Members noted that Mrs Beattie and the Clerk had met with Mike McMonagle and agreed actions to revitalise and improve the site.</p> <ul style="list-style-type: none"> • Raise awareness among potential users by notices on noticeboards for users and browsers and by word of mouth of all Councillors & Chamber of Trade, as well as using the site as a main contact route for the forthcoming Jubilee and Olympic Torch events • Continue to train organisations wanting to have their own page to maintain – WI currently active and WAFTA redesigning their page • Continue to improve the working of the site and debugging – FM page to be revamped by MM to use trader bookings to update the page each month • There is now a business directory, Mrs Beattie to continue expanding this and take up of commercial space – also to start a networking group particularly aimed at non-shopkeeper potential Chamber members – the “secret” Winslow Traders. • MM and Derry French to work together to generate/populate the community diary • To continue to meet regularly to review progress and agree actions
E12/07	<p>Other Events</p> <p>Formalisation of procedures for Working Party Run Events (Ev11/162) meeting not yet held, agreed to defer to next meeting</p>

E12/08	Theatre in the Villages (Ev11/157) venues to be encouraged by Cllr Cawte to be involved and ultimately assume responsibility for future events, thereby raising funds for their venue.
E12/09	Food Festival (Ev11/157) RESOLVED that due to the loss of the Bulmers and the plethora of other events in 2012 this be rescheduled for a launch event in 2013. Noted Stony Stratford inaugural event 24 th Feb to 4 th Mar 2012.
E12/10	Christmas Fayre and Handmade & Vintage Events – debrief and report of finances still awaited from Chamber of Trade’s Treasurer.
E12/11	Opera - update/decision on whether to go ahead anticipated February/March
E12/12	Olympic Torch (Ev11/158) RESOLVED that Mrs Beattie take the lead and form a Working Party having regard to the required confidentiality. Clerk to contact surrounding schools, Parish Councils and local landowners to establish likely extent of visitors and potential for accommodation of them and their transport.
E12/13	Diamond Jubilee Celebrations (12/08) first Working Party meeting Monday, 16 th January at 8pm in Council Chamber.
	Correspondence
E12/14	Action for Market Towns invitation to submit a 250 word profile of Winslow for inclusion on website/newsletter as “Town of the Week” RESOLVED that Cllr Payne would progress and circulate a proposed submission.
E12/15	Music in Quiet Places: St Laurence PCC feel unable to make an application this year due to existing pressure on their diary, RESOLVED that Cllr Cawte would progress an Events application for the St Laurence Room.
	Items For Information
8.58pm	<p><i>Meeting Closed</i></p> <p>Signed: (Chairman) at Meeting (date):</p>